

Tobacco Tid-Bits

Tobacco Free Coalitions of Clark County and Skamania County
Clark County Health Department • Tobacco Prevention Program

Issue 53

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Surveys Show Drop in Smoking, Rise in Support for Stricter Smoking Policies

Fewer adults are smoking in both Clark and Skamania counties, according to the latest Behavior Risk Factor Surveillance System (BRFSS) conducted by the Assessment and Research Unit at the Clark County Health Department. The results of the 2002 survey, released earlier this year reveal that 20% of Clark and 27% of Skamania residents report smoking. For Clark County, this is a drop from 26% in 1999. BRFSS results for Skamania County have not been available until now. The Washington State Department of Health conducted a BRFSS in 2003 using some of the same questions about tobacco use, plus some additional questions about secondhand smoke. In Clark County between 2002 and 2003, there was a slight increase in the percentage of residents who do not allow smoking in their home from 82% in 2002 to 84% in 2003. In Skamania County, three out of four residents did not allow smoking in their homes in 2002. More than two-thirds of Clark County residents surveyed believe smoking should be completely banned in restaurants. Additional surveys are needed over time before definitive conclusions can be drawn in Skamania County. "It's encouraging to see changes in smoking behaviors and attitudes about secondhand smoke in our communities," said Theresa Cross, health educator with the Tobacco Prevention and Control Program for both counties. "The rate of smoking continues to drop and more people want protection from secondhand smoke, both at work and in public places." BRFSS is an on-going, random digit dial telephone survey of adults (18 years and older). Responses were solicited from 910 residents of Clark County and 639 residents of Skamania County for the 2002 survey. BRFSS provides the most unbiased estimates available for measuring knowledge, attitudes, and behaviors related to a myriad of health issues such as access to health care, seat belt use, mammograms, and many others. For more information contact: *Maria Maribona, Assessment Specialist with the Clark County Health Department 360.397.3034 or maria.maribona@clark.wa.gov*

Apartment Residents Want Healthy Air Too

California renters want no smoking sections in their apartment complexes according to the results from a statewide survey by the American Lung Association of California's Center for Tobacco Policy and Organizing. In addition, apartment tenants want to limit smoking in outdoor common areas. The telephone survey of 602 apartment residents found that 69% would favor requiring all apartment buildings to offer non-smoking sections and 67% would favor limiting smoking in outdoor common areas such as pools, entryways, and courtyards. (9/7/04 press release from the American Lung Association of California). Housing Connections, a local website, has a searchable database for apartments in the Portland metro area, including Clark County. Potential renters can list "non-smoking" as one of the criteria they're looking for. Just go to www.housingconnections.org/Search.cfm click on "more search options" scroll down to "unit features" and then pull down the "smoking permitted" menu.

DOH Seeking Former Smoker for Press Conference

The Washington State Department of Health is planning a press conference for October 20 to announce a reduction in the number of adults who smoke in Washington. As part of the press conference, they would like to feature a former smoker or tobacco user who has been adversely affected by tobacco use. This person would have the opportunity to tell their personal story to members of the media and others. Having a person tell their own story will be a powerful way to demonstrate the detrimental effects of tobacco use. If tobacco has affected your life or the lives of anyone you know and you are willing to share your story, please contact: *Terry Reid, Manager Tobacco Prevention and Control Program as soon as possible: 360.236.3665 or terry.reid@doh.wa.gov*

Rite Aid Helps Stop Tobacco Sales to Minors

Rite Aid is adopting procedures to prevent tobacco sales to underage youth in more than 3,000 stores across the country, including its two stores in Vancouver. "This is a significant commitment because we know that if we can keep teens from smoking, they are far less likely as adults to become addicted to tobacco," said Attorney General Christine Gregoire. Under the agreement, Rite Aid will train employees on state and local laws regarding tobacco sales to minors, explain the health-related reasons for those laws and make identification practices stricter. Rite Aid is prohibited from: using self-service displays of tobacco products; using vending machines to sell cigarettes, chewing tobacco and snuff; distributing free samples of such products on store property, and selling cigarette look-alike products or smoking paraphernalia to minors. The agreement with Rite Aid is the latest in the multi-state enforcement effort by attorneys general to focus on retailers that have high rates of tobacco sales to minors. (9/8/04 press release, from the Washington State Attorney General).

Local Internet Site Helps People Quit Chewing

Chewfree.com is a website designed to help people quit using chewing tobacco or snuff (smokeless tobacco). The site is part of a research project to find out if the Internet can be used to successfully deliver the same smokeless tobacco quitting program that has already helped hundreds of chewers to quit in other formats. The project is being conducted by the Oregon Research Institute, and is funded by the National Cancer Institute.

New Youth Tobacco Prevention Ads Hit Air

This month the Washington State Department of Health launched its fifth wave of youth tobacco prevention advertising. The strategy behind the new campaign is to make youth think. Research indicates that kids are increasingly aware that smoking is dangerous but the randomness with which it kills is what resonates the most with them. Young people gain new perspective when they realize that 1 out of 3 of their friends who smoke will die from a tobacco-related disease. The television ads will run throughout the state, airing on cable stations popular with local kids, September through June, 2005. You can see the ads by logging on to: www.unfilteredtv.com. The radio ads will run statewide on pop, hip-hop, and alternative music stations. In addition to the radio advertising, posters and banners will be placed in Skamania County. Banners will hang at the Skate Park Pavilion on the grounds of the Rock Creek Recreation Center, and three Skamania County elementary schools and the middle school will place campaign posters in classrooms for grades 3 through 8. The target audience for the statewide prevention campaign is youth ages 9-14, specifically those who are at higher risk of smoking.





Clark County Health Department
2000 Fort Vancouver Way
Vancouver, WA 98663



Smoking Banned in Portland Taxi Cabs

You won't have to worry about secondhand smoke the next time you hail a taxi cab in Portland. In an effort to make a better impression on visitors, the Portland City Council voted to ban smoking in cabs throughout the city. City Commissioner Randy Leonard told KOIN News 6 that his goal is a citywide ban on lighting up in public places. "If there's a public place where people are congregating, and somebody's there smoking and it's affecting somebody else, I think it should be banned," Leonard said. Leonard added that the City Council should have the right to decide whether or not people get exposed to carcinogens in their city. (KOIN News 6)



TPRC Training

The 2005 training schedule for the Tobacco Prevention Resource Center (TPRC) is now available by logging on to: www.tobaccoprc.org. TPRC provides training, technical assistance, resources and tools to Washington State Department of Health community contractors and other key stakeholders. Check the calendar for trainings scheduled for next month.

Tobacco Youth Advocacy Training

Learn how to create change in your community and your schools concerning tobacco. This training will be fun and interactive with key speaker Kenya Masala, a nationally known facilitator and motivator, and the award winning BREATHE group.

October 6

8:00 AM - 3:30 PM

Water Resources Education Center, Vancouver

Lunch is provided.

This training is sponsored by ESD 112, Clark County Health Department, Clark County Substance Abuse Prevention, DSHS/Division of Alcohol and Substance Abuse and the American Cancer Society.
Contact: James Kisse, 360.397.8214

TV Special Report on Smoking Available for Loan



In a special one-hour report that aired September 8, Peter Jennings reported three disturbing - even devastating - stories about why millions of Americans are still dying from illnesses related to smoking. "Peter Jennings Reporting: From the Tobacco File - Untold Stories of Betrayal and Neglect." This special reveals how little has changed since ABC News' landmark reporting a decade ago about nicotine in cigarettes. If you missed this special report, the Clark County Health Department has recorded it and the video tape is available for loan. Contact: James Lanz: 360.397.8416 or james.lanz@clark.wa.gov

Tobacco Quit Line

877-270-STOP

toll-free

7 8 6 7

QUITLINE.COM

We Need your E-mail Addresses for the Tobacco Tid-Bits E-newsletter

Tobacco Tid-Bits will become an E-newsletter in January of 2005. An e-mail version of the newsletter will save on printing and postage costs and allow us to broaden our readership. In an effort to make this a smooth transition we are gathering e-mail addresses now for our distribution list. If you would like to continue receiving this publication please send your e-mail address to: Theresa Cross: Theresa.Cross@clark.wa.gov. If we don't hear from you by December you will stop receiving this newsletter in January.

CALENDAR OF EVENTS

- 9/30 **Tobacco Free Coalition of Skamania County**, 3:30-5 PM, Skamania County Sheriff's Dept. Contact: James Lanz: 360.397.8416
- 10/1 **Secondhand Smoke Task Force meeting**, 1:30- 3:00 PM, Clark County Health Department - Garden Conference Room.
Contact: Theresa Cross, 360.397.8215 x3178
- 10/6 **Youth Advocacy Workshop Training**, 8-3:30 PM, Water Resources Education Center. Contact: James Kisse, 360.397.8214
- 10/8 **TPRC Youth Advocacy Training**, Tacoma. Log on to: www.tobaccoprc.org for information and registration
- 10/11-12 **"Great Body Shop," TPRC Curriculum Training**, Pasco. Log on to: www.tobaccoprc.org for information and registration
- 10/21-23 **Yakima Prevention Summit**, for more information go to <http://www1.DSHS.wa.gov/dasa/doc/RegForm04.doc>
- 11/4 **Schools Task Force meeting**, Clark County Health Department, Garden Conference Room 7:30 -9 AM
Contact: Contact: Deb Drandoff ESD 112, 360.750.7500 x303

Please let us know about your upcoming tobacco-related events so we can post them here